ABSTRACT OF THE DISCLOSURE

A system and method for tracking assets in their free-flow movement is provided. The system includes one or more Asset tag devices, such as an RFID transponder device attached to the lower extremity of an asset located within an area. Each Asset tag having Asset Control Data associated herein. This Asset Control Data may, in certain embodiments, be stored in the internal memory storage area of an Asset tag, in an associated database separate from the Asset tag, or in both the internal memory storage area of an Asset tag and an associated separate database or storage device. This Asset Control Data may include, for example, an identification number, personal identification number, e-commerce account balance or any other suitable control data.

One or more Reader Stations as boundaries, dividing an area into sectors and receiving and transmitting Asset Control Data, such as by transmitting the Asset Control Data over wireless media from each Asset tag to the Host System and Reader Stations. One or more Host Systems that perform one or more functions based on the Asset Control Data and Reader Control Data, such as positioning an Asset tag in its free-flow movement within an area, as well as calculating and displaying physical/virtual line queue information and displaying high traffic volumes on Display Boards throughout an area.